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EXAMINER ZURITA, JAMES H

ART UNIT PAPER NUMBER

3625

DATE MAILED: 09/10/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
,	09/487,387	LOPEZ, JR., LEONARD H.
Offic Action Summary	Examiner	Art Unit
The MAILING DATE of this commun.	James Zurita	3625
Period for Reply	isadon apposito en ara ouver once:	
A SHORTENED STATUTORY PERIOD FOR THE MAILING DATE OF THIS COMMUNI - Extensions of time may be available under the provisions after SIX (6) MONTHS from the mailing date of this commodified by the period for reply specified above is less than thirty (3). If NO period for reply is specified above, the maximum statement of the period for reply within the set or extended period for reply. Any reply received by the Office later than three months at earned patent term adjustment. See 37 CFR 1.704(b). Status	CATION. of 37 CFR 1.136(a). In no event, however, may a runication. 0) days, a reply within the statutory minimum of third atutory period will apply and will expire SIX (6) MON will, by statute, cause the application to become AE	reply be timely filed by (30) days will be considered timely. ITHS from the mailing date of this communication. BANDONED (35 U.S.C. § 133).
1) Responsive to communication(s) fil	ed on <u>10 June 2003</u> .	
2a)⊠ This action is FINAL . 2b)□ This action is non-final.		
	for allowance except for formal mai	
Closed in accordance with the pract Disposition of Claims	tice under <i>Ex parte Quayle</i> , 1935 C.I	D. 11, 453 O.G. 213.
4)⊠ Claim(s) <u>1-20</u> is/are pending in the	application.	
4a) Of the above claim(s) is/are withdrawn from consideration.		
5) Claim(s) is/are allowed.		
6)⊠ Claim(s) <u>1-20</u> is/are rejected.		
7) Claim(s) is/are objected to.		
8) Claim(s) are subject to restrict Application Papers	tion and/or election requirement.	
9) The specification is objected to by the	e Examiner.	
10)☐ The drawing(s) filed on is/are: a)☐ accepted or b)☐ objected to by the Examiner.		
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).		
11)☐ The proposed drawing correction filed on is: a)☐ approved b)☐ disapproved by the Examiner.		
If approved, corrected drawings are required in reply to this Office action.		
12)☐ The oath or declaration is objected to	by the Examiner.	
Priority under 35 U.S.C. §§ 119 and 120		
13) Acknowledgment is made of a claim	for foreign priority under 35 U.S.C.	§ 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:		
 Certified copies of the priority documents have been received. 		
2. Certified copies of the priority documents have been received in Application No		
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)). * See the attached detailed Office action for a list of the certified copies not received. 		
14) ☐ Acknowledgment is made of a claim for	or domestic priority under 35 U.S.C.	§ 119(e) (to a provisional application).
a) ☐ The translation of the foreign lands 15)☐ Acknowledgment is made of a claim f		
Attachment(s)		
1) Notice of References Cited (PTO-892) 2) Notice of Draftsperson's Patent Drawing Review (P3) Information Disclosure Statement(s) (PTO-1449) Page 1	TO-948) 5) Notice of I	Summary (PTO-413) Paper No(s) Informal Patent Application (PTO-152)
.S. Patent and Trademark Office PTO-326 (Rev. 04-01)	Office Action Summary	Part of Paper No. 13

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DETAILED ACTION

Response to Amendment

After a request for continuing prosecution (CPA), a Second Office Action rejected claims 1-20 as obvious over Sevcik. Applicant amended drawings and specification and presented arguments concerning the rejection.

Claims 1-20 are pending and will be examined.

Response to Arguments

Applicant's arguments filed 10 June 2003 have been fully considered but they are not persuasive.

In response to applicant's argument that the examiner's conclusion of obviousness is based upon improper hindsight reasoning, it must be recognized that any judgment on obviousness is in a sense necessarily a reconstruction based upon hindsight reasoning. But so long as it takes into account only knowledge which was within the level of ordinary skill at the time the claimed invention was made, and *does not* include knowledge gleaned only from the applicant's disclosure, such reconstruction is proper. See *In re McLaughlin*, 443 F.2d 1392, 170 USPQ 209 (CCPA 1971).

In response to applicant's argument that Sevcik lacks any motivation to combine prior art to disclose various types of profile information, the fact that applicant has recognized another advantage which would flow naturally from following the suggestion of the prior art cannot be the basis for patentability when the differences would

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otherwise be obvious. See Ex parte Obiaya, 227 USPQ 58, 60 (Bd. Pat. App. & Inter. 1985).

Applicant argues that there is no suggestion to combine Sevcik with knowledge available to one of ordinary skill at the time the invention was made. In response to this argument, the examiner recognizes that obviousness can only be established by combining or modifying the teachings of the prior art to produce the claimed invention where there is some teaching, suggestion, or motivation to do so found either in the references themselves or in the knowledge generally available to one of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988)and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992).

Concerning command sets, for example, the Examiner stated,

One of ordinary skill in the art of electronic commerce at the time the invention was made would have been motivated to include in Sevcik the use of various types of prior art command sets (such as direct-to-plate and copier command sets) for the obvious reason that professional printers may have many different types of printing machines, depending on their specialties. The machines vary according to manufacturer and model. Printing machines may have different versions of software, since software professionals produce newer and more sophisticated systems on a regular basis. Variety in hardware and software allows a more competitive market place, which produces benefits for consumers and producers alike.

The inclusion of command sets may permit quicker processing of estimates because a printer knows that the data that forms part of the order may already includes some of a printer's own information. This information may allow centralized sites to send information that has already been verified as correct. This may reduce the amount of validation needed at a vendor, thereby reducing turn-around time for an estimate. Because a printer may provide estimates for orders more quickly than competitors, a printer is more likely to win a company's order, thereby making more money.

The Examiner respectfully submits that Applicant has not shown that one of ordinary skill at the time the invention was made would *not* have known the above information.

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A "traverse" is a denial of an opposing party's allegations of fact. The Examiner respectfully submits that applicants' arguments and comments do not appear to traverse what Examiner regards as knowledge that would have been generally available to one of ordinary skill in the art at the time the invention was made. Even if one were to interpret applicants' arguments and comments as constituting a traverse, applicants' arguments and comments do not appear to constitute an <u>adequate traverse</u> because applicant has not specifically pointed out the supposed errors in the examiner's action, which would include stating why the noticed fact is not considered to be common knowledge or well-known in the art. 27 CFR 1.104(d)(2), MPEP 707.07(a). An <u>adequate</u> traverse must contain adequate information or argument to create on its face a reasonable doubt regarding the circumstances justifying Examiner's notice of what is well known to one of ordinary skill in the art. <u>In re Boon</u>, 439 F.2d 724, 728, 169 USPQ 231, 234 (CCPA1971).

Applicant argues that Sevcik

... does not even recognize, much less solve, the *problems* and inefficiencies of typesetting and proofing identified in the background section of Applicant's specification [and] that Claim 1 is directed to an automated print order system that solves ... typesetting and proofing *problems* by directly generating a *pre-press* product that automatically incorporates a "predeterminable profile" into a "company tailored product."

Illuminated by this context, claim 1 covers an "automated print order system" that provides both a requestor interface to enable a user to select a company tailored product (e.g., business cards or letterhead with company-specific graphics and layout) according to a predeterminable profile (e.g., user and/or company indicative information) and to make a print order therefrom, and a processor interface to fulfill the user's print order, the processor interface automatically incorporating the predeterminable profile (e.g., user and company indicative information) into the tailored product (e.g., business card or letterhead with company-specific graphics and layout) and directly generating a *pre-press* product (e.g., ready-to-print PDF) therefrom.

¹ Definition of Traverse, Black's Law Dictionary, "In common law pleading, a traverse signifies a denial."

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The examiner notes that the term "ready-to-print PDF" does not appear in applicant's disclosures. The claims refer to pre-press products for systems that ultimately create printed products. Pre-press products may be command sets for direct-to-plate systems and for copier systems. Pre-press product may differ depending on the type of system being used to produce a print product. One of ordinary skill in the art at the time the invention was made would have known that it is customary to send direct-to-plate command sets to systems that require plates. Alternatively, one of ordinary skill in the art at the time the invention was made would have known to send copier command sets to systems that produce printed products via electronic copiers.

Sevcik discloses procurement of various types of company tailored printed products, including business cards or letterhead with company-specific graphics and layout (for example, Col. 7, lines 43-55, including graphics on letterheads). The examiner respectfully notes that Sevcik provides for automated quotes and for *procurement* of printed products over the Internet. See, for example, references to procurement management, Title, Abstract, Col 14, lines 6-50 and others. Procurement is the acquisition of goods (materials, parts, supplies, equipment) required to carry on an enterprise.² To *produce*³ *ordered*⁴ products, print providers receive information that is sufficient to create printed products and fulfill the orders.

² Definition of Procurement, BARRONS Dictionary of Business Terms.

³ MS WORD Thesaurus (US English) shows the following words as synonyms for "produce": create, make, manufacture, construct, fabricate, bring into being, turn out, generate.

⁴ Definition of an order: request to buy, sell, deliver or receive goods or services that commits the issuer of the order to the terms specified. BARRONS Dictionary of Business Terms.

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A profil is a set of data that portrays the significant features of something.⁵ A profile is predeterminable where the profile is able to be predetermined from data that is prearranged, programmed, encoded, fixed, determined, set or present. Applicant has not argued or shown that his use of the term "profile" varies from its common ordinary meaning, or from Sevcik's use of the term. Sevcik discloses several profiles, including pre-chosen profiles, print provider profile, production availability profile, job category profile, product quote profile. The profiles contain user and/or company indicative information, as required by applicant. See at least previous Office Action, pages 5-6, for example. Sevcik's profiles are "prearranged, programmed, encoded, fixed, determined, set, present." The data in Sevcik's profiles is collected via various user interfaces.

An interface is software that enables a program to work with a user. A user interface can be a command-line interface, menu-drive interface, or a graphical user interface), with another program such as the operating system, or with a computer's hardware. ⁷ Sevcik does not specifically refer to his interfaces as a "requestor interface" or "processor interface." Sevcik creates pre-press products via interfaces that automatically incorporate information from profiles. Sevcik passes Pre-press product data to print providers for the purpose of creating, selling and fulfilling orders for printed products. The print provider systems may also produce quotes for those orders prior to fulfilling the orders.

On pages 11, line 20 to page 12, lines 13, Applicant argues:

Definition of profile, MERRIAM WEBSTER Collegiate Dictionary.
 MS WORD Thesaurus (US English)

⁷ Definition of interface, MICROSOFT Computer Dictionary.

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Sevcik *does not* disclose, teach, or suggest a system or process for automatically incorporating a predeterminable profile into a tailored product and directly generating a pre-press product therefrom. On the contrary, it anticipates that "a Print Provider may require additional information about a job in order to begin." Col. 15, lines 19-22.

In his Office Action, the Examiner asserted that "Sevcik merges specific profile data, data entered via entry fields on various interfaces according to templates and prototypes to produce pre-press files." Office Action, at 6. Applicant respectfully disagrees.

A specification that a print buyer wants 2500 6-inch-by-9-inch white postcards having a 10-pound paper weight with a glossy finish with 3 panels, color ink on the front, and black ink on the back (Sevcik, Fig. 5) is not a "pre-press" product or file. These specifications are simply used to generate a quote or print order - not a pre-press product or file. Moreover, as indicated by col. 15, lines 19-22, *the Print Provider will generally require additional information about the job* - like what information and graphics need to be put on the letterhead, postcards, or address labels, and the typesetting desired for the print product - before it can begin. Sevcik simply *does not* automate this process.

The Examiner notes that applicant first correctly quotes Sevcik as stating "...may require...." Several lines below, applicant appears to have become convinced that Sevcik "...will generally require..." In fact, Sevcik states,

Each job is given an ID number automatically by the system once a print buyer requests a quote. The ID number, from that point on, is used to track job status. For any job, there will always be a status including on hold, in production, and completed. The print provider is required to update the status of a job each time that status changes. Any change in job status entered into the system will, upon approval, be viewable by the Print Buyer. For example, a Print Provider *may require* additional information about a job *in order to begin*. Col. 15, lines 10-22, emphasis added)

The Examiner respectfully directs applicant's attention to Fig. 16 as well, which graphically shows the following statuses of a job: "client approval" "prepress" "press run" and "folding/packing." See also references to shipping and delivery. Applicant has not shown that his use of the terms completion, automation, business card, letterhead, pre-press, etc., varies from their common ordinary meanings of the terms or from how these terms are used by Sevcik.

The Examiner respectfully notes that he cites particular columns and line numbers in the references as applied to the claims below for the convenience of the

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applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested that, in preparing responses, the applicant fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Claim Rejections - 35 USC § 103

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sevcik et al, (US Patent 6,330,542).

Sevcik discloses an electronic-commerce system for ordering print products, including various types of stationery. Users may enter orders, modify orders, and generate orders for print products (see at least references to print buyer component, Col. 5, lines 10-Col. 14, line 5). Users may create company and individual profiles (see at least Col. 1, lines 60-67, Col. 14, lines 16-22, Fig. 1A and related text concerning registration). Users may combine options selected from various interface templates and field lists (see at least screens for user interfaces, Fig. 2-8, 18, and related text).

Sevoik discloses the use of several interfaces, including at least an interface for selecting and requesting products (see at least Col. 1, line 1-Col. 2, line 16; Col. 3, lines

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42-65), and an interface for processing products (see at least Col. 3, line 66-Col. 4; Fig. 16 and related text, Col. 14, line 49-Col. 15, line 10).

In Sevcik, output contains information sufficient to enable professional printers and typographers to bid on and fulfill print orders. Sevcik merges specific profile data, data entered via entry fields on various interfaces according to templates and prototypes to produce pre-press files. Sevick discloses the use of printing providers, pre-press firms, designers and other printing professionals to provide finished products (see at least Col. 6, lines 6, line 27-Col. 8, line 57 for customizable options; see at least Fig. 13 and related text concerning the use of specifications to produce price quotes for customized products, Col. 10, line 60-Col. 11, line 50).

Sevcik discloses that a standard for a product may include a template (see at least Col. 8, line 57-Col. 9, line 4). The standard record and specifications serve to completely define a company tailored product since the specifications are used for price quotes, saving estimates and other pricing items (Col. 9, line 14-Col. 14, line 5).

Profile data input by customers is used to create user profiles that are specific to a company and to a company's users (see Col. 14, lines 5-50, describing individual user accounts and master corporate accounts).

Sevcik discloses that buyers may select products (see at least Col. 6, line 25-Col. 9, line 14), place orders for selected products and approve orders (see also references to Press Check, Col. 6, lines 64-Col. 7, line 2). Sevcik discloses that buyers may modify profiles, modify purchase orders and also to delete orders (see at least procurement management, Col. 14, line 5- Col. 14, line 45). Sevcik discloses ordering and printing

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different types of customized print products, including letterheads, business cards, envelopes, and mailing labels (Col. 2, lines 1-7; see also at least Col. 6, line 3-Col. 8, line 56).

Sevcik discloses interfaces for tracking and modifying orders. Users may change any variable in an order and produce new quotes for orders (see at least Col. 9, lines 5-10). Sevcik shows that buyers may monitor their orders (see at least Col. 14, lines 5-67, which describe that system data is instantly available to users of the system). Sevcik discloses that print providers may access production information, and may add, delete order information (See also Col. 16, line 1 - Col. 17, line 51). Sevcik discloses creation and use of personal home pages for entities that order products, where they may track jobs (see at least Col. 4, lines 5-12). Sevcik discloses that purchasers may view job status (see at least Col. 15, lines 10-67).

Sevcik discloses that a database may have an interface for input and that an interface may be used over the World Wide Web (see at least Col. 14, line 50- Col. 15, line 10, which teaches that once data is entered into a database through an interface, data is instantly available to a person placing an order and that data may be accessed from a personalized home page (Col. 14, line 50-Col. 15, line 10). Websites may be accessed from other nodes on the WWW by clicking or otherwise selecting appropriate links. On the WWW, nodes may play roles as both servers and clients.

Sevcik discloses the use of networks and the Internet. A network is a group of two or more computer systems linked together; the computers may be called clients and servers. Editing and validation may be done on a client (client-side) and on a server

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(server-side) of an interface. These and other functions may be executed with scripting languages. Scripting environments are well known to persons of ordinary skill in the art. In addition, scripting may be implemented with a server-side scripting language such as ACTIVE SERVER PAGES, from MICROSOFT. Scripting environments permit centralized electronic commerce sites to communicate efficiently with their clients, and to quickly include features into script codes.

Sevcik discloses interfaces having batch functions that control generation of prepress products and batch functions that format customized orders into pre-press
product formats, (see at least description of job status and job history interfaces for both
buyer and print providers, at least Col. 15, lines 10-67). Job status provides users with
information concerning batch jobs and may include multiple orders information (see at
least Fig. 16, and text describing job id numbers). Sevcik discusses the use of
databases and that electronic catalog may be stored in them (see at least Col. 6, lines
3-Col. 9, line 5).

Sevcik *does not* specifically mention tables such as an order table, or how different data is stored on database structures and records. Sevcik *does not* teach the specific profile contents as recited in the claimed invention. However, the specific meaning/interpretation of the profile and contents and how they are stored *does not* patentably distinguish the claimed system.

Alternatively, Sevcik discloses the use of databases for storing data. Data can be store in relational databases. Relational databases store data in tables. Data may

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be categorized in various logical and physical relationships, perhaps according to buyers, print providers, geography and other categories.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Sevcik with knowledge generally available to one of ordinary skill in the art at the time the invention was made to place order data into an order data table and batch data into a batch table.

One of ordinary skill in the art at the time the invention was made would have been motivated to combine Sevcik with knowledge generally available to one of ordinary skill in the art at the time the invention was made to place order data into an order data table and batch data into a batch table for the obvious reason that databases in general require physical and logical design. Numerous well-tested products exist to manage tables and relational systems. Software may include ORABLE, IBM DB2 and others; these relational databases access data via Structured Query Language/SQL. Thus it would have been obvious to one or ordinary skill to use tables and relational databases because they are easy to use and implement. These and other features of relational models allow increased electronic commerce because they are dependable and may be used on many different system platforms. Print providers may have different machines for producing products. The Structured Query Language permits users to share information in a structured, standardized, harmonious way. Print providers may be able to continue use the latest machines and still fulfill orders with older, reliable machines. Money thus saved may be used to invest in other aspects of their profession, perhaps

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training and materials. This is good in commerce because customers often value reliability of their suppliers.

Sevcik does not use the term predeterminable profiles and their contents as recited in the claimed invention. However, the specific meaning/interpretation of the profile and contents and how they are stored does not patentably distinguish the claimed system. Further, the recited statement of intended use, to create a print order, does not patentably distinguish the claimed system.

Alternatively, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Sevcik and predeterminable profiles.

One of ordinary skill in the art at the time the invention was made would have been motivated to combine Sevcik and predeterminable profiles for the obvious reason that many companies organize their business according to departments and authorizations of personnel within the company's organizational hierarchy. On some employees may be authorized to act as purchase agents, for example. Perhaps as required by auditors and accounting rules, individuals may be able to place orders up to certain monetary limits. Individuals may also be authorized to replace a person who has guit or who might be under investigation for embezzlement.

Sevoik does not disclose details concerning copier command sets or direct-toplate command sets. The Examiner takes official notice that professional print shops may use different types of machines, perhaps based on their specialties. Some shops may use copiers. Other shops may use machinery with plates. Each environment may accept binary files that contain instructions (i.e., command sets) to the machines. Sets

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of instructions intended for copiers may be called copier command sets. Instructions intended for plate machines may be referred to as direct-to-plate command sets.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to include in Sevcik the use of various types of command sets, including copier command sets and direct-to-plate command sets.

One of ordinary skill in the art at the time the invention was made would have been *motivated* to include in Sevcik the use of various types of command sets, including copier command sets and direct-to-plate command sets for the obvious reason that a single shop may have many different types of printing machines, depending on their specialties. Machines may vary according to manufacturer and model. Printing machines may have different versions of software, since software professionals produce newer and more sophisticated systems on a regular basis. Variety in hardware and software allows a more competitive market place, which produces benefits for consumers and producers alike.

The inclusion of command sets may permit quicker processing of estimates because a printer knows that the data that forms part of the order may already includes some of a printer's own information. This information may allow centralized sites to send information that has already been verified as correct. This may reduce the amount of validation needed at a vendor, thereby reducing turn-around time for an estimate. Because a printer may provide estimates for orders more quickly than competitors, a printer is more likely to win a company's order, thereby making more money.

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Sevcik *does not* specifically describe which interface permits a user to modify or to delete a print order. However, it would have been obvious to one of ordinary skill in the art of electronic commerce at the time the invention was made to adapt a user interface, including a purchaser interface, to include modifying and deleting print orders.

One of ordinary skill in the art of electronic commerce at the time the invention was made would have been motivated to adapt a user interface, including a purchaser interface, to include modifying and deleting print orders for the obvious reason that canceling and modifying purchase orders are a normal part of business. Businesses often provide employees with stationery that contains the new employee's name, phone number, title, location. Businesses may also wish to change or cancel standing orders for print products, such as when employees quit. Economic benefits to a central printing system may include lowered customer-service costs. Buyers may reduce their costs by being able to cancel orders at a last minute, thereby reducing printing expenses.

Sevcik *does not* specifically state that security is implemented via server-side *scripts*. Sevcik discloses logon comprising security protocol (see at least Col. 14, lines 5-30, which describe that login and passwords may be required to access a print order system). Security at a server may be done via executable binary code. Some environments use scripting languages to implement logon security protocols. See discussion above for use of ASP.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Sevcik's security protocols with various WWW tools to include server-side scripting implementation of login security protocols.

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One of ordinary skill in the art at the time the invention was made would have been motivated to combine Sevcik's security protocols with various WWW tools to include server-side scripting implementation of login security protocols for the obvious reason that scripting languages provide run-time interpretation of security procedures without the need to maintain separate libraries of executable binary code. Scripting languages, implemented server-side, permits easier reading of a program and protocols that are being interpreted when users attempt to access server components, perhaps according to determined authorization levels.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Zurita whose telephone number is 703-605-4966. The examiner can normally be reached on 8:30 am to 5:00 pm, M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wynn Coggins can be reached on 703-308-1344. The fax phone numbers for the organization where this application or proceeding is assigned are 703-305-7687 for regular communications and 703-305-7687 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

James Zurita 13 **Patent Examiner** Art Unit 3625 August 22, 2003